

GRANT WRITING WORKSHOP

July 6, 2011 2:00-5:00pm
Renton City Hall, Room 726

A workshop for agencies serving Renton.



Sponsored by the South King Council of Human Services
and the City of Renton.

Presented by Nathan Phillips, SKCHS Director

GRANT WRITING MYTHS

- © Myth One: If I learn grant writing, then I can get funding for my organization.
- © Myth Two: Organizations that receive funding must have great grantwriters.

GRANT WRITING MYTHS

- © Myth Three: There is one true way to write good grant applications.
- © Myth Four: Grant writing is something best learned from experts.

FINDING GRANT OPPORTUNITIES

- ◎ Get online and Google! Here are just a few of the MILLION online resources for tracking down funding opportunities:
 - ◎ Community Foundations in Washington State:
<http://classic.cof.org/locator/SearchResults.cfm?state=WA>
 - ◎ Foundation Center's Locator:
<http://lnp.fdncenter.org/finder.html>
 - ◎ Many professional grant writers have resources on their websites, for example:
<http://www.proposalwriter.com/grants.html#Grant%20Resources>
 - ◎ Tracking all grants that are available through the federal government: <http://www.grants.gov/>

FINDING GRANT OPPORTUNITIES

- ◎ Get to the Redmond Library (KCLS)
 - ◎ 15990 N.E. 85th, Redmond, 98052
425-885-1861
 - ◎ <http://guides.kcls.org/philanthropy>
 - ◎ Jeannette Privat (jeanpriv@kcls.org)

FINDING GRANT OPPORTUNITIES

- ◎ Get out of your office and network! The best way to find funders is to find out who is funding related agencies in your region.
 - ◎ Talk to your peer organizations about their funding portfolios
 - ◎ Join local nonprofit networks, or form one!
 - ◎ Build a relationship with funders
 - Talk to local funders, even the ones who can't fund you right now (they might know someone who can).
 - Learn about what funders are looking for, and when possible, help them connect to people and resources you know.
 - Ask about serving on grant review committees.

ELEMENTS OF A GOOD GRANT (TELLING YOUR STORY)

- ◎ NEED STATEMENT
- ◎ PLAN OF ACTION
- ◎ BUDGET
- ◎ STORY WITH A THEME
- ◎ DATA
- ◎ PLENTY OF TIME

ELEMENT: NEED STATEMENT

- ◎ NEED STATEMENT - Usually comes first in a proposal, this is where you scope out the problem using data and introduce your theme.



ELEMENT: PLAN OF ACTION

- ◎ PLAN OF ACTION – What you are going to do *AND* why you are the best organization to do it.

ELEMENT: BUDGET

- © BUDGET – Says what your plan will cost, and where the money will come from; it can be aspirational, but needs to be realistic.

ELEMENT: STORY/THEME

- ◎ STORY WITH A THEME – compelling proposals have a narrative arc to them; repeating a theme throughout your proposal can give it cohesion and focus.

ELEMENT: DATA

- ◎ DATA – you need it to demonstrate need, and to show that your plan of action is likely to succeed; remember to explain the data you cite.

ELEMENT: TIME

- © PLENTY OF TIME – Quality proposals are not written the night before they are due; plan to give friends a week to review a draft, then revise and submit.

TIPS ON THE ACTUAL WRITING

- ◎ CLEAR
- ◎ CONCISE
- ◎ CONVINCING



WRITING TIP: BE CLEAR

- ③ Don't assume your readers know a lot about your organization, your community, or your field; many grant evaluators are volunteers from a variety of backgrounds.
- ③ Avoid jargon and acronyms.
- ③ Explain any technical aspects of your proposal.

WRITING TIP: BE CLEAR

- ◎ Reviewers will be reading fast; don't slow them down with lengthy, flowerly prose that—while edifying in other contexts—can interfere with the timely conveyance of critical information by encouraging otherwise sympathetic readers to skip over large swaths of text in which you may have embedded vital elements of your proposals ultimate worthiness (also, see CONCISE below).

WRITING TIP: BE CONCISE

- ◎ Re-read what you write; shorten it.



WRITING TIP: BE CONVINCING

- ③ Use data and evidence to make your case; where possible, show that your plan of action is built on best practices or evidence-based models in your field.
- ③ Don't be melodramatic, but be clear about why your proposal is important.



CONSIDER HIRING A GRANT WRITER

- ◎ Grant writing doesn't always come naturally to busy directors who face daily struggle to provide services to people in need.
- ◎ Professional grant writers can be hired by the hour, or by project (but never by a portion of the proceeds).

CONSIDER HIRING A GRANT WRITER

- ◎ Puget Sound Grantwriters Association is a good place to start (<http://www.grantwriters.org/>)
- ◎ PSGA's freelancers list includes a guide for how to go about hiring a professional:
<http://web.memberclicks.com/mc/page.do?sitePageId=92353&orgId=psga>
- ◎ Instead of hiring an outside professional, consider asking a peer organization that you respect if you can hire their development staff to prepare a grant for you.

CONSIDER HIRING A GRANT WRITER

- ◎ Capacity Builders in Washington State can be an excellent source for :
 - ◎ trainings that can help you refine your grantwriting skills
 - ◎ connecting with professional grantwriters or consultants in your region
 - ◎ learning about networking events or funding opportunities.

CONSIDER HIRING A GRANT WRITER

- ◎ Find a list of all the capacity builders in the state at:
<http://evans.washington.edu/research/centers/nancy-bell-evans/nonprofit-and-philanthropy-resources/support-and-training>
- ◎ United Way trainings that will be available this fall:
<http://www.uwkc.org/partner-with-us/nonprofits/trainings/>
- ◎ A searchable directory of consultants and professional services: <http://501commons.org/directory#>. It is still being populated, but the listings have all been vetted.



FUNDING TRENDS

- ◎ Terrible time to apply for new foundation funding.
- ◎ Great time to begin building relationships with grant makers.
- ◎ More grants are being declined, which means more opportunities to get great feedback.
- ◎ Many funders are looking to support collaborative projects.

FURTHER ASSISTANCE

- ◎ Technical Assistance at SKCHS
- ◎ Volunteer Readers at SKCHS
- ◎ RANU (Renton Area Nonprofits Unite)
- ◎ Nathan Phillips, Director
South King Council of Human Services
(206) 462-6643
nathan@skchs.org
- ◎ *THANK YOU!*